

COMFORT IS THE NEW BLACK

Marc Jacobs' former long-term Publicist Åsa Larsson and her husband, Footwear Veteran David Giordano

proves with their brand ATELJÉ 71 that the “ugly” word of ‘comfort shoes’ is simply a component of an old stigma possibly created by men who still prefer women in stilettos. The NY based, Swedish motivated footwear brand designs street couture lifestyle hybrids such as ergonomic soled sneaker-sandals, light-weight lug sole boots, and baby-butt soft over-the-knee stretched leather sneaker-boots.

The right shoes for a life on your feet goes beyond preventing blisters and calluses. Supportive shoes, including heels are key if you prefer to sport only one shoe for the entire day. Long gone are the days of hidden stacks of work-heels under the office desk or a tote bag with your subway trainers and moleskin band-aids.

The brand's design focus is on-the-go lifestyles of Millennials to Baby Boomers who demonstrate a casualization style of dress that's obvious even in the workplace. Our customers fancy more than Athleisure, they want comfort and style, so we take cues for our cross-breeds from the street, the runways, and the rise of the sneaker culture.

ATELJÉ 71 Stockists: Lane Crawford, Harvey Nichols, and Nordstrom

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